

Jasper, IN

Aquatic Feasibility Study

Presented By:

Counsilman ▪ Hunsaker

March 17, 2014

Agenda

- Introduction
- Process Overview
- Types of Aquatic Programming
 - History of Aquatics
 - Develop Common Vocabulary
 - Example Facilities
- Needs and Goals Discussion

Hafer Associates

35 Years of Experience

Approximately 40 Employees

92% Annual Business from Repeat Clients

Services:

Architecture

Programming

Planning

Interior Design

Mechanical Engineering

Electrical Engineering

Landscape Architecture

Sustainable Design

Locations in Evansville, IN &

Owensboro, KY



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43 Years of Experience

21 Team Members

Past Swimmers

Intercollegiate	9
World Record	2
National Champion	2
High School	12
Pool Managers	7
Pool Maintenance	6
Pool Owner	2

3 Locations: St. Louis, LA, Denver

850 Aquatic Facility Design

200 Aquatic Facility Studies

28 Athletic Business Awards



Councilman/Hunsaker & Associates

1970



COUNCILMAN/HUNSAKER
AND ASSOCIATES

1993



COUNCILMAN • HUNSAKER

The Ultimate Aquatic Advantage

2005



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2013

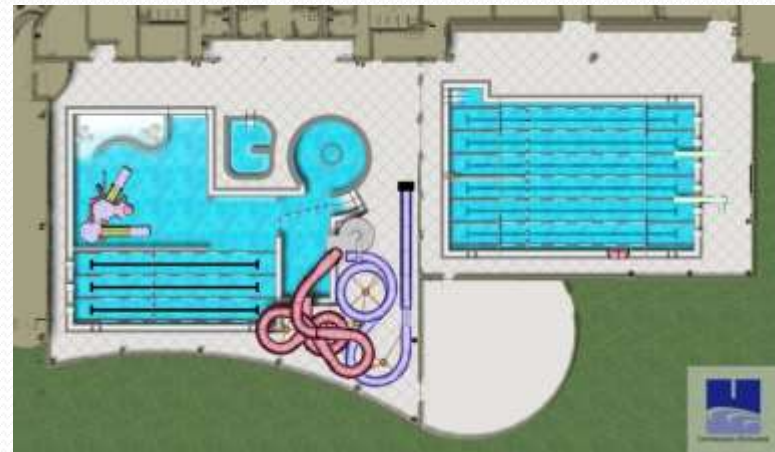


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Feasibility Study Process

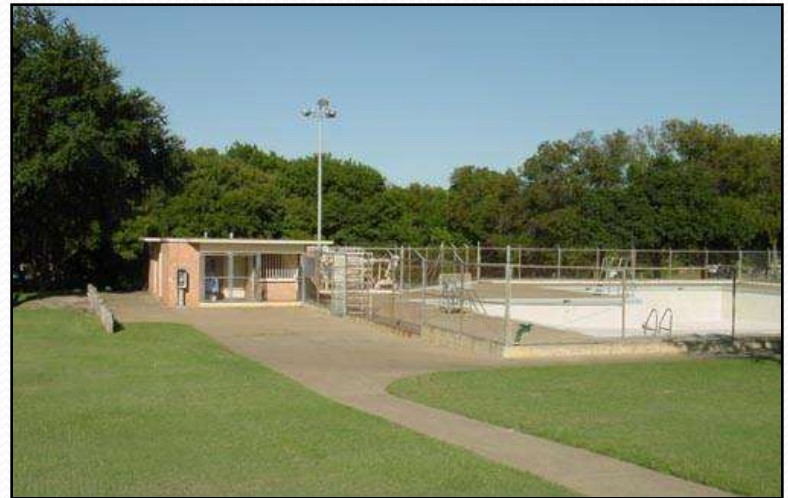
- Program Requirements
 - Community Outreach
 - Common Vocabulary, Vision
 - Develop Options for Programming
 - Develop Project Cost Estimates
 - Identify Potential Partnerships
- Operations Plan
 - Research Area Demographics
 - Opinion of Revenue
 - Opinion of Operating Expenses
 - Determine Cash flow



Where We Have Been.....

(1950's to 1980's)

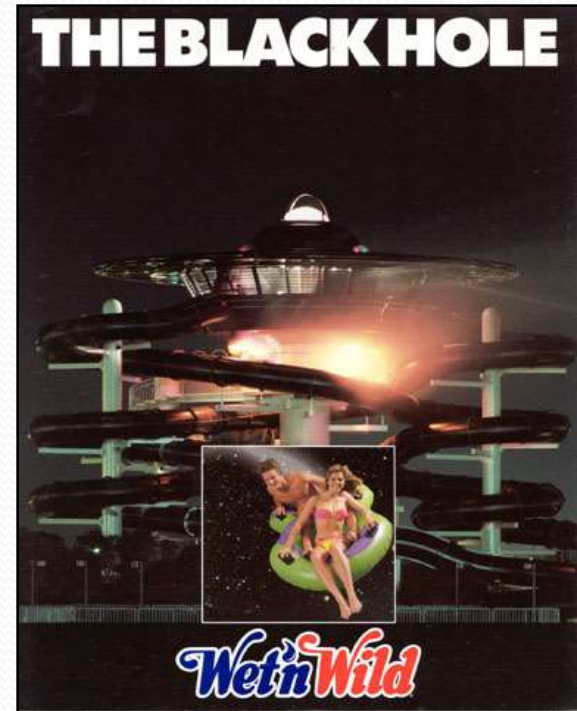
- When a “pool was a pool”
- Liability concerns / More Stringent Codes
 - Removal of diving boards, small slides, and tot pools
- Budget problems
 - Decreased attendance
 - Increased subsidies
 - Pool closings



Along Came the Water Park....

(1970's)

- Bag slide to water slide
- First wave pool conference in Decatur, Alabama
- Entrepreneurs
 - Wet' n Wild - George Millay
 - Schlitterbahn - Henry Family
 - Whitewater Branson - Hershend Family
- A new amusement is venue born
 - Consultants
 - Manufacturers
 - World Waterpark Association



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The Age of the Floatable.....

(1980's to 1990's)

- Municipalities tapped into waterpark industry for feasibility and design consultants
- Added some water features
 - Vertical water sprays
 - Zero-depth entries
 - Bulk heads
 - Floatables
 - Small Slides

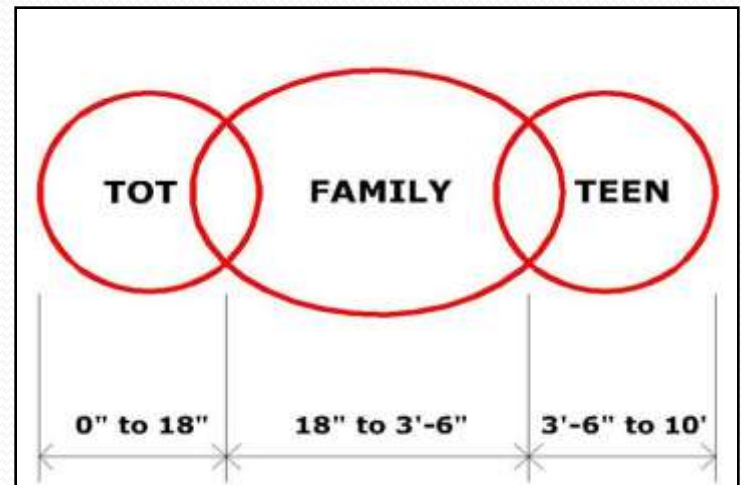


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Where We Are

- Times they are a changing
 - 1950's to 1980's Pools have become functionally and financially obsolete
 - Focus on families - not competition and kids
 - Pay for play
- The modern outdoor pool
 - Tot areas
 - Family areas
 - Teen areas
 - Learn to swim
 - Spray / Play Areas



Pool Relationship Diagram

Types of Aquatic Programming

Aquatic Components

Competitive

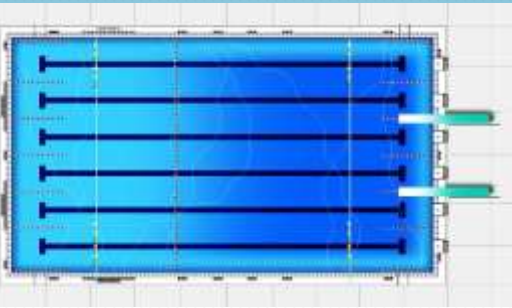
Recreation

Instruction

Fitness & Therapy



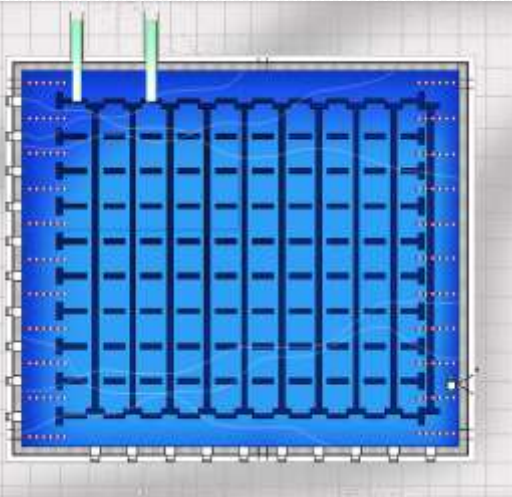
Competition Pools



25 - Yard

3,375 Sq. Ft.

6 25-Yard Lanes

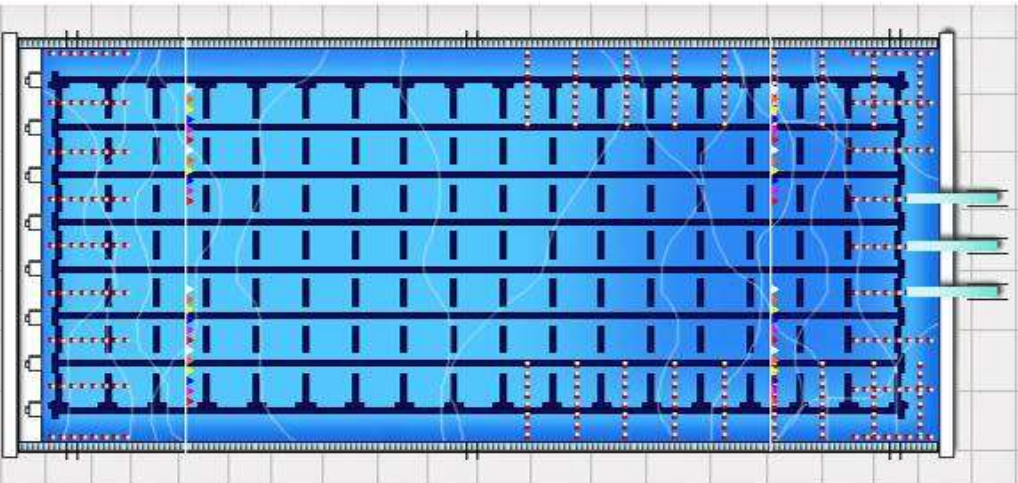


25-Yard By 25-Meter

11 25-Yard Lanes

6,150 Sq. Ft.

10 25-Meter Lanes



50-Meter by 25-Yard

8 or 10 (50-Meter Lanes)

17-22 (Cross Course

25-Yard Lanes)

12,600 Sq. Ft.

Recreation

Family Oriented

Tots

Families

Teens

Most Popular



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Waterslides



Family Slide



Tot Slide



Otter Slide



Bowl Slide



Wave Technology



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Zero Depth Entry / Play Feature



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Moving Water



Vertical Elements



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Sprayground / Splash Pad



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Floatable Structures and Climbing Walls



Floatables



Lilly Pad Walk



Instruction and Lesson Programs

Learn to swim

Water safety instruction,
Lifeguard instruction

Life safety skills

Survival swimming

Scuba

Other aquatic skills



Wellness and Therapy Programs

Fastest Growing Aquatic
User Group

Therapy Programs

Water exercise classes

Water Aerobics classes

Fitness Classes



Example Facilities



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Saginaw Family Aquatic Center



- 2,700 sq. ft. bath house
- 7,100 sq. ft. zero-entry multiuse pool
- Six lane competition lap pool
- Custom train themed play structure with water slides
- Several spray/splash features
- Small train slide
- Large water slide
- Date Completed: May 2007



Riverside Beach Family Aquatic Center



- 3,800 sq. ft. Competition Pool
 - Six lap lanes
- 8,400 sq. ft. Leisure Pool
 - Zero-depth entry
 - Bowl slide with a 32 ft. tower
 - Lazy river
 - Two waterslides, 120 ft. flume slide
 - Hydrotherapy pool
- 710 sq. ft. Toddler Pool



Killeen - Lion's Club Park

Family Aquatic Center



- 2,180 SF Bathhouse
- 10,360 SF Multi-use Pool
- Lap Pool with Diving
- Zero-Depth Beach
- Three Water Slides
- Bowl Slide
- Water Play Features
- Shade Shelters
- Parking 244 Cars
- Opened 2009



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Questions

1. What do we like about our current community aquatics?
2. What programming amenities do we need to support the future of aquatics?
3. What don't we need to include in the future of aquatic programming in the community?
4. What other information do you want to share?

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